



THE OFFICIAL ORGAN OF THE



INCORPORATED



# THE Credit World

BY A. J. KRUSE, 613 LOCUST STREET, ST. LOUIS, MO.

Entered as second-class matter November 4, 1916, at the postoffice at St. Louis, Mo.,  
under Act of March 3, 1879

Vol. VIII

ST. LOUIS, MO., SEPTEMBER 6, 1919

No. 1

## St. Louis National Headquarters

IN pursuance of the feeling that prevailed among the delegates at the St. Paul Convention, St. Louis was the unanimous choice of the Directors for permanent National Offices. Likewise, D. J. WOODLOCK, of St. Louis, was elected National Secretary, to take active charge of Association affairs. Mr. Woodlock expects to assume his duties October 1st, 1919. He has already leased office space and has under way plans for a real service to the membership.

The National Association may look for constructive work from an organized center, with the CREDIT WORLD being built up to the standard as "the authority on credit."

PROMPT PAY  
GOOD CREDITS  
GOOD SERVICE

ACCURACY CREATES PROFITS

ERRORS MAKE LOSSES

# The Ellis Book Keeping Machine

Protects Your Profits by Preventing Errors of all Kinds Incidental to Bookkeeping by Hand. It will Save 50% of Your Present Bookkeeping Cost and Economize 33% in Office Space.

You get your monthly balances because the machine automatically prints its totals and proves each day's work

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# THE CREDIT WORLD

Official organ of the  
RETAIL CREDIT MEN'S NATIONAL ASSOCIATION

Issued monthly by  
A. J. KRUSE, Editor, St. Louis, Mo.

FIVE DOLLARS PER YEAR TO INDIVIDUAL MEMBERS  
THREE DOLLARS PER YEAR TO MEMBERS OF AFFILIATED ASSOCIATIONS

Entered as second-class matter November 4, 1916, at the postoffice at  
St. Louis, Mo., under Act of March 3, 1879.

## OFFICERS FOR 1919-20

President—Franklin Blackstone, Cr. Mgr. Jos. Horne Co., Pittsburgh, Pa.  
First Vice-President—G. A. Lawo, Cr. Mgr. John Gerber Co., Memphis, Tenn.  
Second Vice-President—E. W. Nelson, Treasurer Rudge-Guenzel Co., Inc., Lincoln, Nebr.  
Treasurer—S. L. Gilfillan, Secretary Retail Credit Association, Minneapolis, Minn.  
Secretary—D. J. Woodlock, Cr. Mgr. B. Nugent & Bro. D. G. Co., St. Louis, Mo. Was elected  
Secretary at the St. Paul Convention, and will assume the entire duties of the Secretary-  
ship, beginning October 1st, 1919.  
Acting Secretary and Editor—A. J. Kruse, Supt. Associated Retail Credit Men & Credit Bureau,  
613 Locust Street, St. Louis, Mo.

## DIRECTORS FOR 1919-20

Detroit, Mich.	St. Paul, Minn.
D. W. Ahl	F. H. Koch
Cr. Mgr., The J. L. Hudson Co.	Cr. Mgr., Schuneman & Evans, Inc.
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	W. V. Trammell
	Sec'y and Treas. Merchants Credit Assn.

## CONTENTS—SEPTEMBER 6, 1919

	Page No.
Message from Secretary Woodlock.....	4
Synopsis of Convention.....	5
Bulletin from Cincinnati.....	6
Bogus Check Problem.....	6
Extracts of Garnishment Law from General Statutes of Minnesota, 1913.....	7
"Is It Good Policy to Make Additions," by J. L. White, of Baltimore, Md.....	7
Fictitious Name Law.....	9
Annual Outing Keeping the Credit Men Young, by John D. Hughes.....	10
Credit Rating and Its Value, by Carl J. Faass, of Utica, N. Y.....	11
"The Lesson of the War," by N. Tankersley, of St. Louis.....	13
Check Warning.....	15
Hastings Retail Merchants' Association.....	16
"Should Customer Be Asked To Sign Sales Slip for a Charge Purchase"—Courtesy Women's Wear.....	17
Protective Work.....	19
Check Artists.....	20
Handling Retail Credits, by A. D. McMullen, of Oklahoma City.....	22
The Interchange Bureau, by W. F. H. Koelsch, of New York City.....	23
Make Store's Credit Department a Selling Factor, by Henry F. Arthur, of New York City.....	24
Addresses Wanted.....	25
Suggestion for Convention Follow-Up.....	27
Memphis Advertising Campaign.....	28
Credit Men, DO YOU Advertise?.....	29
List of National Members for Purposes of Credit Interchange.....	30

## TO ALL THE MEMBERS OF THE RETAIL CREDIT MEN'S NATIONAL ASSOCIATION



**T**HE Board of Directors have honored me by selecting me to be your *Executive Secretary*, and I assure you I appreciate the responsibility and work connected with this position.

It is not entirely new to me, as I had been your President for two years, and served on your Board of Directors for three years.

I enter upon the job, knowing I have back of me five thousand Retail Credit Men who are desirous of making this Association the greatest Association of Retailers in the World. It is not hard, just think, only five years ago we had but two hundred members.

We have opened National offices in St. Louis, and our slogan this year will be "*Service.*" We want to keep each member in touch with all other members, through the pages of the *Credit World*, and by separate bulletins, we will give information of great value. Advice of bad check passers, of undesirable accounts, of new and up-to-the-minute ways of accounting, billing, etc., thus lifting some of the credit man's burden and making him a more valuable man to his firm.

We are in a position to command the attention of the retailers of the country, but we must rely upon the individual members to keep up the good work, and spread the gospel of co-operation, to reduce bad accounts, to bring to our ranks other retailers with whom you are in personal touch. If you have no local association in your city, get busy, organize one. *Be a leader.* The more locals we have, the stronger our united efforts.

Remember this is not *my* office, it is not the Board of Directors' office. It's *your* office. Use it. Send us your ideas and suggestions. We will appreciate them. Keep us in touch with credit conditions in your immediate neighborhood, and, above all, send in a new member. That is what will make our administration a success, and *our* success means *your* success. Now, all together, before the holiday season.

Sincerely,

D. J. WOODLOCK, Executive Secretary.

## ARE YOU INTERESTED?

**T**HERE are two first-class Elliott-Fischer Book-keeping Machines for sale by the HARRIS-EMERY CO., of Des Moines, Iowa. The price is far under their value. Write the firm direct for data.

## CONVENTION MAKES HISTORY

Pending the official convention number, reporting in detail the proceedings of the 1919 Convention of the Retail Credit Men's National Association, it seems opportune at this time of calling the entire membership's attention to the high marks, "the essence" of the St. Paul Convention.

### Tuesday

Secretary's report—2,330 new members for the fiscal year, giving a total membership of 5,000. Finances in excellent shape, receipts for year \$20,002.43 and disbursements \$19,291.14.

President's report, indicating that the spirit of co-operation was reaching out and drawing unto itself men and organizations, building up the Retail Credit Men's National Association with strong, sturdy men of character ready to render a service to their fellow credit men. A foundation builded on the rocks to stand against the elements, giving to the new Executive Secretary material with which to mould an organization of service and usefulness.

### Wednesday

The adoption of a Uniform Credit Inquiry Blank (recommended by Mr. W. T. Snider, of St. Louis, Chairman Credit Dept. Methods Committee).

The establishment of a clearing house system (for bad checks) through the national office (as recommended by Mr. E. W. Nelson, of Lincoln, Nebr.).

The Practibility of Keeping Retail Accounts by Book-keeping Machines. (Address by D. Wahl, Detroit).

Legislation—Bankruptcy Amendments—Garishment of Federal Employees.

### Thursday

The working-together spirit of the Retail Credit Men's National Association and the National Association of Mercantile Agencies towards a better understanding of each other.

Newspaper advertising as an educative means of instilling into the minds of the buying public the necessity of meeting all bills promptly and the desirability of a National "Educative" Pay Your Bills Promptly" Day.

The advantages of Signing Charge Takes—of signing all charges—of the Coin System in eliminating fraudulent purchasing.

The great benefits from use of mechanical appliances, such as "Rand System," "Lamson System," "Ellis Adding-Typewriter," "National Cash Register," "Elliott-Fisher Machine," "Acme Card System," Underwood and Remington Machines, etc.

### Friday

Adoption of resolutions putting into action the deliberations of the Convention (See convention number).

Election of Col. Franklin Blackstone, Credit Manager, Jos. Horne Co., Pittsburgh, as President; Geo. Lawo, Credit Manager, J. Gerber & Co., Memphis, First Vice-President, and E. W. Nelson, Credit Manager and Treasurer, Rudge & Guenzel Co., Lincoln, as Second Vice-President and eight new Directors. (See page 3.)

## A THOUGHT TO KEEP AS A REMEMBRANCE OF ST. PAUL

"Do not keep the alabaster boxes of your love and tenderness sealed up until your friends are dead. Fill their lives with sweetness. Speak approving, cheering words while their ears can hear and while their hearts can be thrilled and made happier by them. The kind things you mean to say when they are gone, say before they go. The flowers you mean to send for their coffins, send to brighten and sweeten their home before they leave them.

If my friends have alabaster boxes laid away full of fragrant perfumes of sympathy and af-

fection, which they intend to break over my dead body, I would rather they would bring them out in my weary and troubled hours and open them that I may be refreshed and cheered by them while I need them. I would rather have a plain coffin without a flower, a funeral without an eulogy, than a life without the sweetness of love and sympathy.

Let us learn to anoint our friends beforehand for their burial. Post-mortem kindness does not cheer the burdened spirit. Flowers on the coffin cast no fragrance back over the weary way."

## BULLETIN FROM CINCINNATI, OHIO

Mr. A. J. Kruse,  
Credit World,  
613 Locust St.,  
St. Louis, Mo.

Dear Sir:

We are sending you enclosed photograph of fraud check passed in our store during this month.

This check is supposed to be a paid check of the International Harvester Co., but from information received is nothing like the check used by them and no doubt was printed for the purpose of fraud.

There were about five of these checks passed on the local stores, including the Red Cross.

This party used as a matter of identification his army discharge papers, which we have since learned were not his property.

No doubt this party will try the same scheme in other cities.

Yours very truly,

THE MABLEY & CAREW CO.

Comptroller.

WJH/IG

Pay Roll 211	EASTERN DISTRICT	August 30th,	1919
INTERNATIONAL HARVESTER CO.			
THE MABLEY & CAREW CO. OF AMERICA			
Pay to Bearer	FRANK C. KAUFFMAN	\$ 76.00	\$ 76.00
SEVENTY SIX DOLLARS ONLY		76 AND 00 CTS	Dollars
TO NATIONAL CITY BANK NEW YORK, N. Y.		INTERNATIONAL HARVESTER CO. OF AMERICA <i>Geo. C. Campbell</i> Sec. and Treas.	

## THE BOGUS CHECK PROBLEM

### AT THE CONVENTION

#### What The Drygoods Economist Says

A feature of the day was the discussion of a plan for the establishing of a clearing house system in connection with bad checks. In the course of the discussion reference was made to the number of bogus check operators located during the year. The methods of these swindlers were described. It was stated that they go from town to town along the transcontinental railroads, making 300-mile jumps.

A plan to minimize this evil was outlined by E. W. Nelson of the Rudge & Guenzel Co., Lincoln, Neb. It provides for the establishment of zones throughout the country, each zone centering around a large city and including certain other cities. On a bad check being passed in one city information would be sent

to the office in the zone's main city and telegraphed therefrom to all of the cities served by that zone as well as to the national association headquarters. Information would then be sent to the central city in each zone, and therefrom notification would be given to all of the smaller centers in the zone. Such information would include description of the check passer's method of operation, and it would be followed by a facsimile of the bogus check or checks.

Mr. Nelson said that this system was already in operation on a small scale in Nebraska, and he cited an instance where a man who had passed bogus checks was promptly apprehended.



## ST. PAUL A CONGENIAL HOST

From President Brack, of the St. Paul Association, "the original congenial spirit" to the least of the chauffeurs who toiled early and late, the aim of our hosts was to make the Credit Men from all parts of the country realize that St. Paul was theirs and anything that was done for them was done in the spirit of it is more blessed to give than receive—"including Jacob's (of New York) 10%."

The Delegates, as they arrived, were met by a "Glad Hand Committee" second to none, and gas (to run the machines) was in abundance, as everywhere an automobile was in waiting—St. Paul anxious to show the delegates Minneapolis: and "Gilfillan" and his credit men in turn showed in a splendid co-operative spirit the sights of St. Paul. The most wonderful thing about the Twin Cities is you can't just tell where one begins and the other ends.

On Tuesday evening the delegates enjoyed

a steamboat trip down the Mississippi River and witnessed an expert exhibition of water riding and diving, all pre-arranged by our "Congenial Hosts."

Wednesday witnessed the now famous ball game between the East and the West at Wildwood Park, where the credit men had sojourned for a picnic. The final score, 35 to 9, in favor of the West, is only part of the story. The climax was shown at the banquet on Thursday by having thrown on the screen a moving picture reproducing the "strange ways" of the ball tossers and telling other stories of happenings at Wildwood on Wednesday. Games and contests featured the afternoon's program and St. Paul was again voted a most congenial host.

Thursday, as a beginning of the end of a delightful week, the Annual Banquet was tendered the delegates, and from wit and humor to matters of serious import were brought to the ears of the credit men—truly a most enjoyable occasion.

## EXTRACT OF GARNISHMENT LAW

taken from

THE GENERAL STATUTES OF MINNESOTA, 1913

### Section 7863. Property Subject to Garnishment

All moneys and other personal property, including such property of any kind due from or in the hands of an executor or administrator, and all written evidences of indebtedness, whether negotiable or not, or under or over due, may be attached by garnishment; and money or any other thing due or belonging to the defendant may be attached by this process before it has become payable, if its payment or delivery does not depend upon any contingency; but the garnishee shall not be compelled to pay or deliver the same before the time appointed by the contract (4233).

### Section 7951. Exemption.

The wages of any person, not exceeding

thirty-five dollars, due for any services rendered by him for another during thirty days preceding any attachment, garnishment or the levy of any execution against him, provided, however, that if the action, in which such attachment, garnishment, or levy of execution is made, is brought to recover the purchase price of necessities for the use of the debtor or his family dependent upon him, and any such debtor shall have been paid wages amounting to thirty-five dollars or more earned during said thirty-day period, then in any such case, such debtor shall not be entitled to any exemption under this subdivision in wages earned during said thirty-day period, except the thirty-five dollars theretofore paid.

## IS IT GOOD POLICY TO MAKE ADDITIONS?

By J. L. White, Credit Manager, Rosenthal's, Baltimore, Md.

Can the percentage of losses be decreased, or should they be increased by going along at the same rate in the future as in the past?

This is a question that may seem of no value to some, but of a very great value to the credit departments of each retail store so represented.

Where are the losses the most? Do our ledgers show the greater losses of new accounts, or of accounts that have been running, as we may term them, as healthy accounts? Take the time to look over them, and I dare say that you will find seventy-five per cent of your customers that have become inactive and delinquent are those that were at one time prompt in pay, but through additions have been so involved in debt, that they have eventually become bad.

How can this be avoided? Why should this be discontinued?

The starting of a transaction with a firm should be investigated. Their income by all means should be a vital point in the extension of CREDIT.

When a sale is passed as O. K. by the credit man, their limit should be known to all that may have the authority to handle this account.

This limit should always be adhered to, no matter whom the customer may be, until their first account is paid.

Their limit should be decreased or increased, by the discretion of the credit man.

The customers should be told at once when requesting additional goods, by explaining to them in the proper manner the reason for their limit. This should only be done by the credit man or some able assistant, as less ex-

perienced persons may some time in all good faith offend a customer.

How can additions be curtailed?

Should the credit men of the different stores that are members of the retail credit association become less anxious for new business that is indebted to other firms in the same particular line of business, and refuse to open an account with them, explaining the reason, then the consumer would eventually take more care in buying goods, if they are not able to meet their present obligations as agreed.

The additions of merchandise should be discontinued, and at the same time discouraged. What has often made accounts that should be indebted to you for forty or fifty dollars have a balance of seventy-five to a hundred dollars. In the first place there should never be too much friendship or intimacy shown by employees or members of the firm to a customer. When I say intimacy or friendship I do not mean courtesy, as courtesy is the fundamental success of all business.

This intimacy grows to such an extent that advantage of good nature is many times taken by those people that make it their business to become intimate, so as to get in the good graces of those connected with the business, and to refuse this class, they would think it a personal insult.

Impress upon each employee of the store, and also members of the firm, to refrain from intimacy, as familiarity always breeds contempt. Have all follow this rule and when the time comes to take account of your business for the year, you may find you have done a little less business, but more profitable one.

### NOTICE TO ALL CHARGE CUSTOMERS

In accordance with the resolution adopted by the credit section of the Merchants and Manufacturers Association, comprising all the leading Stores of Washington, this store will ask you to sign all CHARGE sales checks when the merchandise is to be TAKEN WITH YOU. This request made, for your protection, will be effective on and after May 1, 1919, and your co-operation will be appreciated.



## FICTITIOUS NAME LAW

### DOES THIS LAW AFFECT YOU?

#### FIRMS OR INDIVIDUALS DOING BUSINESS UNDER A FICTITIOUS NAME MUST REGISTER

#### DO ANY OF YOUR CUSTOMERS COME WITHIN THE REQUIREMENTS OF THIS LAW? —THEY WILL APPRECIATE HAVING THEIR ATTENTION CALLED TO SAME

**This Law Passed Solely Through the Efforts of St. Louis Wholesalers' Association of Credit Men at the 50th General Assembly of the State of Missouri**

### FICTITIOUS NAME LAW

Section 1. That every name under which any person shall do or transact any business in this state, other than the true name of such person, is hereby declared to be a fictitious name, and it shall be unlawful for any person to engage in or transact any business in this state under a fictitious name without registering same with the secretary of state as hereinafter required.

Section 2. Every person who shall engage in business in this state under a fictitious name or under any name other than the true name of such person shall, within five days after the beginning, or engaging in business under such fictitious name, register by verified statement of all parties concerned upon blanks furnished by the secretary of state, such name in the office of the secretary of state, together with the name, or names and the residence of each and every person or corporation interested in, or owning any part of said business, and setting forth the exact interest therein of each and every person or corporation; provided that if the interest of any person named in the original registration of such fictitious name shall change or cease to exist, or any other person shall become interested therein, such fictitious name shall be re-registered within five days after any change shall take place in the ownership of said business or any part thereof as set forth in the original registration, and such re-registration shall in all respects be made as in the case of original registration of such

fictitious name, provided that the provisions of this act shall not apply to farmers' mutual insurance companies nor farmers' mutual telephone companies.

Section 3. For the registration of each fictitious name as in this act required, there shall be paid into the state treasury a fee of two dollars.

Section 4. Any person who shall engage in or transact any business in this state under a fictitious name, as in this act defined, without registering such name as herein required, shall be deemed guilty of a misdemeanor.\*

Section 5. For the purposes of this act, the word "person" shall be construed to include both male and female, plural and singular, partnerships, associations and corporations, as the circumstances of the case may require.

Section 6. Whereas, there is no adequate law in this state governing the transaction of business under a fictitious name, and whereas hundreds of thousands of dollars are annually lost to honest business by the use of fictitious names, and whereas the use of a fictitious name affords a convenient vehicle for the perpetration of fraud, an emergency is declared to exist within the meaning of the constitution; therefore, this act shall take effect and be in force from and after its approval.

\*The penalty for a misdemeanor is a fine not to exceed \$1,000.00, or imprisonment in the county jail, not to exceed twelve months, or both.

## ANNUAL OUTING KEEPING THE CREDIT MEN YOUNG

PARTY AT LEICESTER COUNTRY CLUB IS ATTENDED BY 125

By John D. Hughes

The Annual Meeting and Outing of the Associated Retail Credit Men of Worcester was held at the Leicester Country Club, June 18. It was attended by about 125 members of the Association and guests. It was the most successful outing of the Association, and thoroughly enjoyed by all who attended.

A program of sports was carried on at the Country Club immediately after arrival under the direction of William R. McLaughlin and Robert M. Meacham. Valuable prizes were given in all events, and the contests were followed with much interest.

Worcester was one of the first cities visited by Mr. L. S. Crowder, Executive Secretary of the National Association, and Mr. Sidney E. Blandford, the new National President. The occasion of their visit last fall marked a new epoch for the local association, and served to bring your organization to the attention of credit men throughout the country. Worcester was one of the first cities to be designated as a division of the National Association.

The semi-monthly luncheon plan has worked out so successfully that it is necessary to only mention it in this report. The faithful and consistently effective work of the team captains and the various luncheon committees, together with the enthusiastic interest of the members, has brought out a condition of wholesome good will and co-operation among the credit men that approaches perfection.

The generosity of members has made possible attendance prizes at every meeting—a feature which helps to pronounce the social, as well as the practical side of the Association. There have been thirteen luncheon meetings with an average attendance of about 55.

The "Pay Your Bills" campaign is rapidly taking form and will be started just as soon as the funds are available. It is the policy of the general committee and the Financial Committee that no contract for advertising should be signed until the money necessary for the campaign is available. The spontaneous response of so many of the members to the first appeal was most encouraging to your committee and it is certain that the entire amount will be contributed.

The entrance of the ladies into committee work in connection with the luncheons and the annual meeting has been one of the most important developments of the year. The luncheons that they have conducted themselves may truly be regarded as the most successful—but more gratifying than this is the fact that they readily entered into discussions of credit problems, and suggested

some of the best topics that have been on the programs.

The result of the increased interest in credit granting and collecting have been indicated in the wonderful co-operation you have given to the Credit Reporting Bureau of the Chamber of Commerce. It has been of mutual benefit and is becoming more and more advantageous.

There are now 106 members in the Association. This is a net gain of six over a year ago. Ten new members came into the Association during the year, while three resigned, and one went out of business.

The Board of Directors have met regularly during the past year and have given their best efforts to the Association.

The new President, Cornelius A. Brosnan, was given a splendid reception and in a fitting address pledged his best efforts to the Association during the coming year.

The following officers were elected unanimously:

President, Cornelius A. Brosnan.  
Vice-President, James Wilson.  
Treasurer, Edward F. Otis.  
Secretary, John D. Hughes.  
Attorneys, Cowee & Fletcher.  
Directors, Cornelius A. Brosnan, Chairman,  
Henry Brannon,  
Alonzo M. Butterfield,  
John P. Coghlin,  
George E. Copeland,  
Herbert P. Emory,  
Raymond B. Fletcher,  
Lorne R. Fowler,  
Richard J. Healey,  
E. Herbert Holmes,  
John D. Hughes,  
George C. Johnson,  
Reginald D. Lidstone,  
Edmund S. McGrail,  
Frank F. McGunneagle,  
John J. Mullan,  
Harry W. Munyan,  
Edward F. Otis,  
Harry L. Pierce,  
Alfred F. Powers,  
William H. Sawyer, Jr.  
Warren S. Shepherd,  
James Wilson,  
Herbert F. Winn.

After the business session dancing was in order until midnight.

The committee in charge of the outing was: James Wilson, chairman; Mabel E. Beauvas, Mrs. B. D. Church, Mrs. Jeannette L. Perry, Beatrice P. Rousseau, Lottie V. Ray, Edmund S. McGrail, William R. McLaughlin, Robert M. Meacham, Harry W. Munyan.

## CREDIT RATING AND ITS VALUE

BY CARL J. FAASS, OF UTICA

**SAYS THIS IMPORTANT DEPARTMENT OF CHAMBER OF COMMERCE HAS  
RECEIVED NEARLY 30,000 CALLS FOR CREDIT INFORMATION  
SINCE FALL OF 1914.**

"The value of a credit rating bureau" proved an interesting and timely subject for members of the Kiwanis Club gathered at their weekly luncheon in Hotel Martin this noon. The speaker was Carl J. Faass, in charge of the mercantile bureau of the Utica Chamber of Commerce, who has brought the credit rating bureau of that organization up to a high state of efficiency, and he was warmly greeted by the Kiwanis Club. He spoke in part as follows:

"Prior to the reorganization of the Utica Chamber of Commerce in 1913, the matter of forming a credit rating bureau for the members was taken up. The necessity of such an institution was thoroughly realized by the chamber. The business men of our city lacked the assistance a modern bureau could give if properly conducted. Immediately after the reorganization of the chamber (accordingly) the directors took up this important work, and the committee in charge of the innovation gave much of their time in placing it on its feet. Representatives were appointed to explain the details of furnishing the ratings by the dealers, and this took considerable time and labor. A number of clerks were engaged to enter the names and ratings on cards; thousands of ratings began to flood the office and the work progressed slowly. Finally, after about six months had elapsed, the bureau was ready for business, and has always been ever since.

"The retail dealers' credit rating bureau is to the retail merchant what Dun and Bradstreet are to the jobber and wholesale dealer. Being a local or community affair, it serves a double purpose: First, it furnishes the dealer with reliable information on the paying habits of applicants for charge account; secondly, when a bureau is constantly kept informed through the co-operation of its client membership with correct ratings, the public soon realizes its existence in the business world—and it has a tendency to better the paying habits of many and, further, it works for better citizenship.

"There are many who fail to realize what credit really means. It is nothing more than a privilege granted by one person to another on implied understanding that for goods, material, labor, etc., received or furnished, a certain amount is payable at a certain set time. If the agreement is kept by the parties interested, the privilege known as credit continues; if not, it becomes impaired, with the result that it is frequently withdrawn. Then the party has lost his credit.

"Men interested in this subject, however, believe that if proper precaution is taken, such as securing reliable information through a co-operative credit rating bureau before the account is opened, and if opened, the terms of payment are made known and rigidly adhered to, much trouble can be avoided. It is probably unnecessary to say that most people are desirous of having a good rating and the fact of knowing that there is a credit rating bureau in the city enhances that desire.

"In a modern store the credit man does not know the cash customer, although he may be a frequent buyer. The first question the credit man would ask is: 'Have you any references'—that is the custom today. The applicant for a charge account admits he always paid cash and naturally can give no references.

### What Does the Credit Man Do?

"If there is a reliable credit rating bureau in town he will call up and inquire as to the party's standing, his paying habits, etc. If the report received is good, the account is opened, the applicant is pleased, and the house has gained a customer. If there is no credit bureau the result would often be otherwise. The customer would feel somewhat humiliated by being refused credit, and the house would be in doubt whether the right course had been taken or not.

"The other phase of this illustration is this—the applicant for a charge account has dealt with several merchants who know him well, but has failed to co-operate with the credit

rating bureau in giving ratings on their customers. The result is that this particular applicant may have been one of their customers who has been refused credit because they have not given this party a rating such as he deserved from their business experience. They have done him an injury, an injustice, they have not been fair to one who was entitled to their recommendation from their experiences. And all admittedly unintentional.

"It will be seen from the brief outline given, that a credit rating bureau properly conducted through the co-operation of the merchants is invaluable to a community. The greater the co-operation, the more efficient the service will be.

"Merchants generally are agreed that charge accounts with reliable people are desirable, so much so that we frequently see in advertisements an invitation to that effect. There must be good reasons for merchants desiring charge accounts. They must have a certain confidence in their ability to get sufficient information on the reliability of applicants to warrant the desire.

"The live merchant of today knows the value of an efficient credit bureau. He realizes that through the bureau the individual is brought face to face with a condition that works for his benefit if he so wills. If he meets his obligations promptly, his patronage is desirable. If he is negligent and dilatory in meeting his bills, the business world is soon aware of it. Taken as a whole a modern credit bureau is beneficial to all.

"In a modern bureau the ratings given by a merchant when entered on the card are under a code number and neither the recipient or informant are under any circumstances made known. This tends to make the service absolutely secret.

"Another safeguard is that no dealer can distinguish the ratings of another dealer. An individual, if he had access to the files could not tell from whence the ratings on his card

came. The rules of the office are that none but those having charge of the department have access to the files, and this rule is rigidly enforced. Each merchant has a number unknown to another, and can only be identified by the persons in charge of the bureau. Should the ratings on a card cause a doubt in the mind of the clerk of the bureau, the ratings are immediately verified, thereby insuring the correctness as near as possible of information given.

#### **Fills Long Felt Want**

"The credit bureau maintained by the members of the Chamber of Commerce, we believe, fills a long felt want by the business men of our city, and it is our belief that its efforts have been appreciated. During the period beginning in the fall of 1914 to this date, the bureau has received nearly 30,000 calls for credit information. All of such calls received the best obtainable information. In cases where the parties were residents of other towns or people who had but recently made Utica their home, we found the investigating work much more difficult. There are at present in the files ratings on over 55,000 individuals, residents of Utica and nearby towns, which we believe is not surpassed by any city the size of Utica in the country.

"The Utica Chamber of Commerce, through its merchant members is rendering a service to the business interests of the city that could not be given by private interests, for the simple reason that the entire membership is a part and parcel of the bureau and all are giving their best efforts to make it reliable, dependable and efficient.

"This is but another illustration of what a thoroughly modern Chamber of Commerce can do for a city. The credit bureau is only one of its many activities and with the continued co-operation of the merchants of the city, the bureau will increase in efficiency and become invaluable to all concerned."

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### **ENTHUSIASM**

The enthusiasm with which Secretary-elect Woodlock has begun preparations for his work as executive in active charge of national affairs speaks well for the success of his efforts. We wish him every success and assure him of our whole-hearted support.

## THE LESSON OF THE WAR

THOUGHTS AND IMPRESSIONS OF A CREDIT MAN, AS REFLECTED IN THE 1919 ANNUAL CONVENTION, AUGUST 19TH TO 22ND, INCLUSIVE

By N. Tankersley, Credit Manager, "Garlands," St. Louis

As credit men what have we learned from the great world war, or rather, from conditions brought on by the war?

I will not touch upon the subject of details of the credit department—how an account should be opened, the method of quoting terms, how to follow up delinquent accounts, how to collect money when there is no money to collect, etc. That would be threshing old straw. Not that there isn't a new credit experience every day, but let us see what we have learned of general business conditions. What have we learned from experience, what have we learned from observation?

If I were asked the question: What particular feature or angle of your work as a credit man, during the past two-year period, from experience and observation, has impressed you most, and gave you most food for thought?" My answer would be: "The fact that the war has brought to our doors, in a couple of years, business in scope and scale and magnitude such as would, in normal, peace times have required years to reach, is the thing that looms biggest in my mind." Next in importance is, that retail credit conditions were able to and did rise to the situation, and today we are in a position to meet the **greater** problems that are before us—and to meet them with the same success that has marked the past.

Twelve months have rolled around since we met in Boston. At that time the advice from many sources and branches of business was: "Bring all business to, and maintain it on, or as near a cash basis as possible, during the period of the war." Fortunately, however, saner and equally safe counsel prevailed and instead of "cash only," a policy of broader credits (with one hand on the brake) became the rule. That the latter policy was favored and followed by a large majority of credit grantors, there is no question, and that its wisdom was proven is equally true. True, Mr. Credit Man had to keep his eye on the safety valve a little closer than before, because of the sudden shifting of individuals, due to the

draft and to the call of duty in many lines of business. But when all is said in that relation, we doubt if the P and L's have shown a change for the worse. That, we might look upon as lesson number one.

Now, let us take a peep at the effect of the higher cost of all commodities. This feature was in evidence farther back than a year ago, but about that time people had begun to sit up and take notice in earnest and in this respect the credit man came in for his share of thinking. It was plain to be seen that there would be an increase of 25% to 50%, or more, in the average totals of thirty and sixty-day accounts. More trouble (or rather, more responsibility in dollars and cents). Then again, we must anticipate more new accounts, although in some of the larger wage-earning centers there was a noticeable shift from a credit to a cash basis; but taking the entire country as a whole, the charge business, no doubt, showed a greater percentage of increase than the cash. Sure it is, the general average of charge accounts ran into a much higher figure. Many old accounts were closed and there were more applications declined than formerly, for you must know that the increase in pay of many wage earners was too slight to warrant a charge account in the face of the increasing high cost of everything.

So much for what we learned from actual experience. What did we absorb and assimilate from observation and by getting in closer touch with the fountain heads of bigger business? With our government talking in billions, with big industries talking in hundreds of millions, with the average retail store quoting annual increases in business in millions, has the credit man learned anything? By coming in closer touch and brushing elbows with our country's big business men and public officials at our national and local conventions, are we bigger and broader men than a year ago? Have we learned anything that will add to the weight of our general business views? We will leave the question open and



for others to answer, as credit men are, as a rule, too modest to claim advancement; or, is it because they are too conceited to admit that there is room for improvement? We, as credit men, however, believe we have learned something of value by these associations, and our closer touch with "BIG BUSINESS." But, let us not be carried off our feet with this bigness. Remember, that the smaller business may hold the balance of power. Let us not get too big to take care of the small accounts—they may prove to be our bread and butter, figuratively speaking.

#### The Bigness of Little Things

When the late William Gladstone was Prime Minister of England, he, upon the invitation of the English Admiralty, went on a tour of inspection of the British Navy. He took in everything from the conning tower of the big battleships to the engine and boiler rooms, and all the smaller fighting craft. Now, Mr. Gladstone was a close observer and a great man on details; nothing, no matter how small, escaped his eye, if it had a place where he found it. He was afterwards asked what, among the things he saw, impressed him most. His reply was "The bigness of little things and the intense spirit of loyal co-operation."

Remember, Mr. Gladstone did not let his observations stop with the thick steel armor of the battleships and the big guns and the big shells; what interested him most was to have the men explain to him the various small details that the average man would not notice—the electric firing signals, the range finders, the fine adjustment for sighting, the roll of the vessels and many other small details, without which the big guns and big shells would have been useless. So, let us not forget or overlook the "bigness of little things" in the conduct of our credit work.

#### The Intense Spirit of Loyal Co-operation

In the army and navy, "discipline" is the term usually applied, but Mr. Gladstone called it co-operation. He was greatly impressed with this feature. Every man with his particular part to do and each man's part dove-tailing into the man next to him, and that man's work fitting into the next one, and so on down from the captain to the stokers and deck hands, and each man working, not for himself, not for his vessel, not even for his fleet, but for **what?** For Great Britain—his **country**. Then, with a sad look, Mr. Gladstone remarked, "Oh, for this same spirit of loyal co-operation at home, among

the people at large and in Parliament. Such a spirit, and only such will bring permanent and satisfying success for **any nation**."

Now, what does co-operation mean in retail credits? It means the same thing in retail credits as in any business, the same as it means in any civic, charitable or religious work. Where would the "big business" just referred to be without co-operation? Where would our country be without co-operation? Co-operation is sometimes called discipline, sometimes organization, but it means the same under whatever name it goes. It is a synonym of the greatest business axiom ever uttered—the Golden Rule, and it took us two thousand years to discover it. Disregard of others once made business a reproach. Self was the guiding spirit. Customers, were regarded as lambs, workers as slaves and competitors as enemies. But business learned a lesson; big-brained men began to see the light and applied the Golden Rule. Note the change. Now directors are trustees, customers are wards, co-workers are partners and competitors are **friends**. Note, too, the different aspect. Big business men are now regarded as builders of communities, as leaders, as crusaders in prosperity, through and dependent upon co-operation, the Golden Rule.

Also note the sounder business structure, see the handwriting on the wall, which means "greater profits," and better still, "greater peace of mind."

Do not be afraid of over-popularizing the Golden Rule of business co-operation. Article one in every by-law, chapter one in every business lesson, should be the Golden Rule. Blaze it on every office, store and factory wall. Measure with it every word and deed. Gains made without it wither in one's hand. They form a structure built on sand and they come in time to symbolize contempt. Let us not build our house on the sands; instead, let us build it on the solid foundation rock of co-operation. Let the walls and roof be inlaid with co-operation; let it be our creed; let us not merely preach and practice co-operation—let us live it. Let us carry the spirit of co-operation to every city, town and ham? let: "The harvest is plenteous," but let it not be said that "the laborers are few."

When we meet again in convention, one year hence, let us be able to show the results of a broader, deeper, more liberal practice of the Golden Rule of co-operation; let us forget self and play the game fair, for it is a game where everybody wins and nobody



loses. No secret treaties—give and take—everybody throw their cards on the table face up. Let us not chop down the apple-tree in order to gather the ripe apples more quickly, or burn the barn to get rid of the rats, or separate the sheep from the goats by slaughtering the goats. But let us start in on a more earnest educational campaign of co-operation and we will soon notice the effect it will have in the elimination of many evils that have found a temporary abode in the life of retail credits. If we do this, we will

have made our biggest step in the onward and upward march. And let us not fail to anticipate the effect of war-time credit methods and experience on the period of reconstruction and readjustment to a peace footing through which we are now passing. What we get out of our work is what we put in it—good for good, evil for evil.—

"For life is the mirror of king and slave;  
'Tis just what we are and do;  
Then give to the world the best you have  
And the best will come back to you."

## CHECK WARNING



PAY TO THE  
ORDER OF

CHATTANOOGA, TENN., Aug 5 1919

Robert Lambert \$25<sup>00</sup>/<sub>100</sub>  
Twenty Five and 00/100 DOLLARS

FOR HAMILTON NATIONAL BANK

In the BANK OF COMMERCE

87-42

CHATTANOOGA, TENN.

Fort Worth, Texas, Sept. 5, 1819.

Mr. A. Kruse,  
613 Locust Street, St. Louis, Mo.

Dear Sir:

We are enclosing herewith check for \$25.00, signed C. H. Lambert, payable to Robert Lambert, and indorsed by him and O. A. Britt, 1st Lt. M. R. C., and drawn on the Hamilton National Bank of Chattanooga, Tenn. This check was returned to us indorsed "no account," and upon inquiry of the Hamilton National Bank we are advised that the party is unknown to them and, furthermore, that the party has been giving checks all over the country, and that they have turned down at least half a dozen checks during the last thirty days. As the parties that are passing these checks are professionals, we would be glad if you would give the matter some publicity in the Credit World, as it may be the means of apprehending these parties.

Britt and Lambert wear uniforms and operate like this: Lambert who is a young man makes small purchase and presents the check. When approached regarding the check Britt steps forward and vouches for the boy and offers to indorse the check, representing himself as a Local Recruiting Officer,

Yours truly,

SANGER BROS.,

By H. O. Mueller, for the Corporation.

## HASTINGS RETAIL MERCHANTS' ASSOCIATION

**AFFILIATED WITH THE RETAIL CREDIT MEN'S NATIONAL ASSOCIATION**

### CREDIT DEPARTMENT

After weeks of preliminary discussions, meetings, etc., THE HASTINGS RETAIL MERCHANTS' ASSOCIATION, of Hastings, Nebraska, is now an established fact. Its membership is composed of Automobile Dealers, Bankers, Dentists, Doctors, Jobbers, Manufacturers, Grain Dealers, Real Estate Dealers, Retail Merchants, Wholesale Merchants, Professional Men, etc.

The objects of the Hastings Retail Merchants' Association are stated to be to foster, protect and advance commercial and industrial interests. With the establishment of Retail Merchants' Associations in other cities, trade has been benefited by the elimination of fake peddlers and auctions, the establishment of credit bureaus, co-operative delivery of merchandise, dollar day sales, pay-up weeks, show window contests, home industry campaigns, elimination of mail order and catalog business, co-operative advertising, etc.

A comprehensive study of similar organizations in widely different parts of the country has resulted in the change of the original name of the local association. Primarily organized to collect and distribute credit information, the HASTINGS RETAIL MERCHANTS' ASSOCIATION is starting its career with visions of greater things.

There is no city in the United States today that has shown a splendid growth and exercised any sort of influence upon the people of its community that has not had, coincidental with the growth and influence a STRONG, VIRILE and SUCCESSFUL Retail Merchants' Association. The Hastings Association is based upon the fundamentally sound principle that more can be accomplished by working together for a common purpose, than by INDIVIDUAL effort.

The CREDIT DEPARTMENT is the first department of our organization. Its activities consist of a bureau for the distribution of CREDIT INFORMATION secured about persons who have charge accounts in this city and vicinity to its members and such adjustments with their creditors as are considered necessary and advisable. Its further purpose is to improve general credit conditions in Hastings and Adams County. This department is affiliated with the RETAIL CREDIT MEN'S NATIONAL ASSOCIATION. Members of the Hastings Association may obtain credit ratings from any part of the country through this office. For your better understanding of the system of this department we are enclosing sample blank forms.

Form No. 1. MEMBERSHIP APPLICATION. Membership dues are \$25 per year,

payable in advance annually or semi-annually, at the option of the member. Membership shall date from the tenth day following the day on which application is received. Membership entitles to all credit information on record and any information obtainable from affiliated associations. Every member shall receive a CODE NUMBER. To prevent information reaching non-members this CODE shall be mentioned every time information is desired.

Form No. 2 is for the purpose of getting a ledger list of all accounts and a rating thereon. From this list we make our Index Cards and RATING REPORTS.

Form No. 3 is a report of every NEW ACCOUNT opened. These reports enable us to keep our records up to date.

Form No. 5 is Collection Sheet.

Members are requested to keep all information confidential.

Members will receive notification of the removal or attempt to remove of debtors.

Members are entitled to all bulletins, special reports, etc., issued by this department.

Members may avail themselves of the COLLECTION DEPARTMENT for the collection of current accounts, installment accounts, old accounts and bad debts, collection of rents, or out-of-town accounts.

The HASTINGS RETAIL MERCHANTS' ASSOCIATION is going to spare neither time nor money to make this department a success. As stated in the beginning of this letter we are laying plans for bigger things, and these farsighted plans will realize if our CREDIT DEPARTMENT will live up to its expectations. If Hastings is to increase along its various lines of industrial, financial and commercial activity, its interest must be guarded by an alert, aggressive and public-spirited organization. It is clear that such an organization must have a membership that represents the entire city and county and its manifold commercial interests.

**YOU HAVE BEEN SELECTED TO BECOME A MEMBER.**

Your application for membership should be in our hands by return mail. Whether you are interested or not, return the enclosed application blank for our files.

**REMEMBER: This Service Costs Less than EIGHT CENTS A DAY.**

Yours for a GREATER HASTINGS,  
HASTINGS RETAIL MERCHANTS' ASSOCIATION.

By.....Manager.

## SHOULD CUSTOMER BE ASKED TO SIGN SALES SLIP FOR A CHARGE PURCHASE?

HAS A GOOD MORAL EFFECT ON CUSTOMER, THINKS H. A. MINER—IF SIGNATURE IS FALSE, INDICTMENT FOR FORGERY CAN ALSO BE MADE, SAYS FRANKLIN BLACKSTONE—LOSSES DO NOT MAKE SYSTEM WORTH WHILE, DECLARES I. C. BROWN

*Courtesy Women's Wear*

St. Paul, Minn., Aug. 28.—Is it wise and expedient to require a customer to confirm a charge purchased by signing the sales slip? An animated discussion developed on this point at the closing sessions of the Retail Credit Men's National Association Convention here last week.

With one exception, that of Irving C. Brown, of L. Bamberger & Co., Newark, all those who discussed the question pronounced in favor of securing the customer's signature when a charge purchase is made. This should not be taken to indicate that a majority of those present approved of the plan, since all of those who spoke on the subject, except Mr. Brown, are now using that method, while the rest were content to listen and learn what results had been obtained without expressing views on the subject.

### Frauds Brought System In.

Since the first of January, H. A. Miner told the convention, Halle Bros. Co., Cleveland, have required customers to sign the sales check in the case of a "charge take" purchase. The store was led to adopt this system as a result of an unusually large number of frauds which had been perpetrated upon it towards the end of last year.

When a new customer applies to open an account at Halle's, Mr. Miner explained, she is requested to sign the application blank, which is then filed away. Every time she makes a "charge take" purchase, she is required to sign the sales check on the reverse side. If there seems to be anything suspicious about her manner or signature, the sales check is sent up to the credit department, to have the signature compared with that on the application blank.

If a customer refuses to sign, she may be identified by a floorman or a salesgirl, which is considered satisfactory. However, if the floorman signs the sales slip himself he does

so at his own risk and is responsible for any loss through fraud which may occur. If no one can identify the customer and she declines to sign the sales slip, she is asked to step up to the office and is interviewed by the credit manager.

### No Unpleasantness.

When the plan was first adopted, it was feared, said Mr. Miner, that it would offend the sensibilities of the better class of customers of the house. But in the eight months of its operation, he declared, they had had practically no unpleasant experiences of this kind, and after it has been explained to customers that the rule is intended for their own protection, they accept it very readily.

### Moral Influence Large.

The number of frauds suffered by the store has decreased as a result, said Mr. Miner, and the store has been able to detect many attempted deceptions. The principal benefit of the plan, he declared, lies in its moral influence, and the effect upon the would-be thief of a request for her signature.

As Franklin Blackstone, credit manager for Joseph Horne & Co., Pittsburgh, pointed out, the plan has this added advantage. If the defrauder signs the sales check and is later apprehended, the charge of forgery can be added to that of larceny, and is generally more easy to prove.

Rudge & Guenzel, of Lincoln, Neb., require signatures on all charge purchases whether "take with" or to be delivered. E. W. Nelson, credit manager for his firm, explained that this is done so that the "charge take" purchaser may not feel that she is under suspicion. It was feared that embarrassments might arise should a customer want to know why she, who is carrying her own purchase, is required to sign her name, while her companion, perhaps, who is having a charge purchase delivered, does not have to sign. At

Rudge & Guenzel's, he explained, there is no necessity for cumbersome explanations. "It's the rule of the house, madam. All charge customers must sign," is all the salesperson need say, and that settles it.

#### **Education Unnecessary.**

The public had to be educated to the benefit of signing for charge purchases, said Mr. Nelson, and it took careful work with the salespeople to enlist their full support. But when it was explained to them that it was for the protection of the customers, they became enthusiastic over the plan.

Another advantage is that it gives the stores additional evidence which may prove helpful in running down the criminal. Oftentimes, said Mr. Nelson, where several stores have been defrauded in this manner, they have compared the signatures, and although the names differed, they concluded that all the forgeries in a given period were the work of a single person operating in the various stores.

#### **Signatures Are Trivial.**

Irving C. Brown, of L. Bamberger & Co., Newark, thinks it is bad business policy to delay the close of a sale and take the time to have a charge sale confirmed in this manner by the customer. In the first place, he de-

clared, he does not believe the losses due to frauds of this kind are large enough to call for such unusual precautions.

Bamberger's, he said, lost only \$254 through this type of fraud in the last six months of 1918, and they did a business, he stated, of \$17,000,000 last year. In the second place, he said, the signatures are of little value on the sales slip, unless they are referred to the master file and compared with the originals. This would involve delay and prolongation of the sale and would prove costly both in the salesperson's time and the customer's good will.

In the third place, if the customer had to take off her gloves, and put down one or two packages which she might be carrying, and perhaps a handbag and purse, in order to sign the slip, her patience and, presumably good nature, might not survive the ordeal.

#### **Too Much Trouble Caused.**

And if, after all, when settlement day arrives, the customer denies having signed some of the slips which bear her signature, what credit man will compel her to recognize them if she is a good account? "You must give your customer the benefit of the doubt, and accept her word as final," said Mr. Brown.

## **EXPERT VIEW ON THE TAX SITUATION**

A St. Louis man gives the following expert view on the Tax Situation:

"I have your letter requesting a donation for what you consider a very worthy cause. I flatter myself that I have a spirit of loyalty and generosity. I have contributed to each and every object that has been presented to me, but I certainly have to decline to help this cause along for the following reasons:

"I have been held up, held down, sandbagged, walked on, sat on, spat on, rolled over, flattened out and squeezed first by the United States Government for the Federal War Tax, the excess profits tax, the Liberty Loan Bonds and the bonds of matrimony in the State of Missouri for the school tax, the highway tax, the car tax and the syntax. I have been held down to brass tacks by every society and organization that the mind of man can invent to attract what you may or may not have

from the Society of St. John the Baptist, the G. A. R., the Women's Relief Corp, the Men's Relief Corp, the stomach relief, the wifeless, the husbandless, the childless, the conscienceless, the Navy League, the Belgium Baby League, the Red Cross, the Green Cross, the double cross and every other cross of all colors and by the Children's Home and the Dorcas Society, the various hospitals, including the Lying-in Hospital, and Lying-out Hospital and some lying institutions.

"My business has decreased in volume owing to the fact that goods I sell have been restricted in output by the Government and because I will not sell all that I have in, go to beg, borrow and steal, I have been cussed, discussed, boycotted, talked about, lied about and lied to, held up, hung up, robbed and nearly ruined and the only reason I am clinging to life is my curiosity to see what in H— is coming next."

## PROTECTIVE WORK

Courtesy American Bankers' Association

### A FLOOD OF BOGUS CHECKS

**BOGUS CHECKS OF THE REMINGTON ARMS UNION METALLIC CARTRIDGE COMPANY, INC., MUCH IN EVIDENCE**

The Remington Arms Union Metallic Cartridge Co.	
WOOLWORTH BUILDING	
No. 29621	
New York July 15, 1919.	
Pay to the order of	James H Barnaby
	200.00
<b>PAYS 200 AND 00 CTS.</b>	
THE AMERICAN EXCHANGE BANK	
No. 120 BROADWAY NEW YORK	
	<i>W. H. Alcott</i> Treasurer

Several checks of the same form as the one reproduced above are being received every day by a New York City bank and returned for the reason that they are absolutely bogus. The checks received within the last few days is a non-existing institution and there is no one connected with the Remington Arms Union Metallic Cartridge Company, Inc., by the name of H. H. Dietrick; in fact, the checks were evidently printed by the operator for the purpose they are being used. They are of a different form than the genuine checks. The checks received within the last few days have been received from the vicinity of St. Louis, Mo., and Joliet and Springfield, Ill. It is not known at this writing whether or not the operator has been successful in defrauding a member bank, but all members are requested to be on the watch for these checks. The operator has used the following names: Carlton A. Fox, James E. Feathers, Milton A. Fellows, James H. Barnaby. No description of the operator is available.

**CAPTAIN W. H. ALCOTT.** This individual claimed to be in the employ of the Government in the Customs Department, his business

being to run down smugglers in Washington state and British Columbia. On May 20, 1919, he succeeded in defrauding a member bank at Hattiesburg, Miss., by means of a worthless draft purporting to be drawn by Boykin & Jackson, Ltd., on the Bank of Montreal, Armstrong, B. C. Investigation has developed that Boykin & Jackson, Ltd., have been out of business for several years. Alcott was introduced by his wife, whom he had married just a few days before, and who was well known to the bank through business relations of her former husband. Following the marriage, Mrs. Alcott converted her possessions into cash, which Alcott induced her to turn over to him to buy stock in the firm of Boykin & Jackson, Ltd., which firm he claimed to be connected with. This money was turned over to him in New Orleans, and immediately thereafter Alcott disappeared. Our detective agents are conducting an investigation. Captain W. H. Alcott is described as follows: 60 years of age, 6 feet 1 inch, 180 pounds, blue eyes, black hair streaked with gray, stubby mustache; has the appearance of a prosperous farmer; slightly stooped; growth on back of neck size of an egg; noticeable when fully dressed.



## CHECK ARTISTS

COURTESY JOURNAL AMERICAN BANKERS' ASSOCIATION

**JOHN BAUAM.** A man using the name of John Bauam has succeeded in defrauding Minneapolis merchants by means of checks in small amounts drawn on the Northwestern National Bank, Minneapolis, Minn., and purporting to be signed by C. T. Moffett, which is a forgery. It has been ascertained that this man also uses the following names: Carpenter, Travis and Bearman. The only description available at this writing is that he is an elderly man, about 5 feet 7 or 8 inches, 190 pounds; was very nervous.

**W. H. BOYCE.** This breezy little individual blew into Camden on Gauley, W. Va., recently representing himself to be an agent for the Sunkist Land Company of Charleston. He would sell his lots on terms most suitable to purchasers, accepting checks which he would get cashed at local banks. In case any of his customers would get dissatisfied before he left town, he would give them his check on some bank in Charleston which were all returned marked "no account." Boyce is now operating in Charleston in the same manner. He is described as being a small fellow, weight about 140 pounds, fair complexion, and when last seen he wore a light suit.

**JACK TURNER** recently defrauded a member bank in Wichita, Kan. He is a carpenter by profession, and did considerable work around Wichita during his two months' stay there. He established credit at a member bank, and just before leaving he deposited two or three worthless checks in considerable amounts, upon which he was allowed to draw immediately. He then departed for parts unknown. Our detective agents are endeavoring to locate him. A specimen of his handwriting appears below, and he is described as being about 35 years of age, 5 feet 9 inches, 185 pounds, fair complexion.

**ARVIN DEA** is wanted in Cleveland, Ohio, on a charge of forgery. Dea came to Cleveland from Chicago, Ill., with a brother named Frank, and both went to work selling real estate for an uncle. After several days it appears that three checks were stolen, and the

name of his uncle forged. One of the checks was passed on a member bank; another check was passed on a saloon keeper, while the third check is apparently in the possession of Arvin Dea. The checks are on a member bank of Lakewood, Ohio. Our detective agents were notified, and are now making an effort to locate Arvin Dea, who is described as: 26 years of age, 5 feet 10 inches, 180 pounds, medium build, blue-gray eyes, dark brown hair.

**HOWARD ERICKSON,** claiming to be a representative of the Standard Oil Company, recently operated in Michigan with bogus drafts ostensibly drawn by the Standard Oil Co., on the United States National Bank, Portland, Ore. Erickson is described as follows: 35 years of age; 6 feet; light complexion; slender build.

**ORSO C. HILL.** On June 24, this individual succeeded in cashing a check in a considerable amount at a member bank of Dekalb, Ill. Hill took up his residence in Dekalb about a year ago and secured a position there. He claimed that his father had died and he would inherit some money. On June 24 he stated to his employer that he had received money from his father's estate and requested that party to introduce him at the bank. Hill's employer took him to the bank and identified him, following which the forged check, drawn on the Englewood Savings and Trust Co., of Chicago, Ill., was cashed. It has been ascertained that on two or three previous occasions this individual has operated in a similar manner. Orso C. Hill is described as follows: 31 years of age, 5 feet 7 to 8 inches, 162 to 165 pounds, good build, florid complexion, brown eyes, thin gray hair.

**MACK R. KELLY.** It is alleged that an individual by this name caused a Pittsburgh, Pa., member bank to sustain a loss. Between May 27 and June, 7, 1919, eight checks bearing forged signatures were cashed in Pittsburgh, and honored by the bank on which they were drawn, on presentation. The operator then went to Monongahela City, and



between June 14 and 21 the bank received three telegrams requesting that money be wired to the same depositor at the above point. It later developed that these telegraphic requests, which had been complied with, were also forgeries. A search is now being made by our detective agents' Pittsburgh representatives in an endeavor to locate the operator, whose description is given as follows: 28 years of age, 5 feet 6 inches, 150 pounds, medium build, fair complexion, dark brown hair.

ADOLPH FRIEDMAN. At various intervals during the past year, this man operated in New York City with forged and worthless checks. Recently he went to Akron, Ohio,

where he secured a position in a tailor shop. He became acquainted with other tailors, and by various excuses he obtained checks in small amounts from them, payable to "Cash." Friedman then uttered several forged checks, ostensibly bearing the signatures of the tailors with whom he was acquainted. These checks were honored by the banks on which they were drawn; therefore, they are the losers. Our detective agents were notified, and they are now endeavoring to locate Friedman and cause his arrest. His description is given as follows: 45 years of age, 6 feet, 145 pounds, very slender build, dark complexion (face pock-marked), dark eyes, dark hair; usually wears a palm beach suit; has a very noticeable squint in one eye; has one gold tooth in front.

## DO YOU RECOGNIZE THIS PARTY?

If So, Write Jno. Murphy, Chief of Police, Duluth, or Chief at Des Moines, Iowa



Credit World, 613 Locust Street, St. Louis, Missouri.

Dear Sir:

Above are the Duluth Police Department Bureau of Identification photos of a party understood to be Sarah H. Tracy, alias S. H. Tracy, alias C. Rand, alias Anna Melin. This check operator was apprehended here in Duluth on August 8th, and has recently been taken to Des Moines, where the American Bankers' Association apparently has a very strong case against her. She is reported to have cleaned up about \$2,000 in Des Moines.

Her game was similar to the Florence Wilson and Ellen Parker game, reported a month ago.

## HANDLING RETAIL CREDITS

**An Address Delivered by A. D. McMullen, Secretary Oklahoma City Retailers' Association, Before the Oklahoma City Retailers Association, in Convention, at Oklahoma City, on February 12th.**

You can appreciate that there is a difference between handling the credits from the customer to the ledger, and between the credit man and the rating bureau. My remarks must therefore be confined chiefly to the rating bureau end.

In assembling information from the bureau standpoint, the data must be based entirely on the facts of past record, while the credit man can and does consider the human and personal side as well. Credit extension should be considered entirely from a business viewpoint, and an open account should be granted only on favorable facts after a careful consideration of the past record of the applicant, former paying habits, and ability to pay at the present time. The time is past when an open account can be granted with safety to the man of good appearance and flowing words.

Personally, I do not believe there is any middle ground in granting open accounts. The prospective customer is either a good credit risk or a poor one. Our rating bureau is operated only as a clearing house for credit applications. We never advise a member to accept a man's account or decline same. We endeavor to gather and give out to members on call the individual's correct name, address, married or single, occupation or business and permanency thereof, together with salary or income, and the mercantile reports as given us by the members with whom he has had dealings. Bank reports are handled entirely by mail, blank forms being sent out to them each day. Mercantile reports comprise the information as to how the individual meets his credit obligations, and the highest amount his creditors have extended him. Our manner of obtaining the mercantile record is in three ways: (1) By card record in file, giving information previously gathered; (2) By phone to the reference given; (3) By use of a daily report sheet.

You, no doubt, are acquainted with the first two methods, so I will endeavor to explain the use of the daily report. Each day we clear an average of sixty calls, or about one thousand five hundred credit applications per month. These daily calls are tabulated, forty copies made, and then distributed to forty credit men of the larger downtown stores, comprising fifteen lines of business. The man who handles the credits enters on this sheet the rating code on any with whom he has had dealings within the past two years, together with the amount of money any individual on the sheet may owe at the present time, set out in the respective column according to the

age of the account. These sheets are gathered and the total of ratings and amounts tabulated, forty copies made, and again sent to the credit men for their information. This total sheet not only carries the code of present ratings, but also gives our card report of previous ratings. By the use of this sheet, within forty-eight hours after each and every credit application is made, the credit man has in his hand an up-to-date report of how the applicant is regarded by those of the forty stores with whom he has had dealings, together with the amount of money he owes those stores, and what part is past due. By using this sheet, we have an additional record of about one thousand up-to-date ratings per month.

We also make a record of each call from each member, and on whom he called, and recently we have started a system of returning to each member the names of every party on whom he called four months previous, asking him to properly rate his experience and return the sheet. This feature is of especial help in keeping our references as near up to date as possible.

Now, as to the meetings of the credit men. For the past year, our Credit Men's Association members, forty in number, and about sixty per cent of whom are employees, have been holding weekly noon-day meetings for the discussion of individual credits. Each is called on in turn to call out the names of several debtors on whom information is desired. Each member around the table who has had dealings with the customer then relates his experience, and gives any suggestions which might assist in the collection of the account.

The Association at the present time is conducting our second annual "Pay Up Time" campaign of publicity in order to stimulate collections and assist in the elevation of the credit standing of the community. The forms of advertising publicity are newspapers, billboards, enclosures with statements, movie slides, dash board of street cars, and cuts in the individual ad copy of the members. There can be no estimate of the direct value of this publicity, and our members desire that at least once each year a campaign of this nature be pursued.

In conclusion, I would again impress on you the fact that in granting credit, you should consider it mainly as a business transaction, and base your decision on:

- (1) General reputation in the community.
- (2) Past record of paying habits.
- (3) Financial responsibility.

## THE INTERCHANGE BUREAU

By W. F. H. Koelsch, of Bank of U. S., New York City.

(Courtesy of St. Louis Assn. of Credit Men—Wholesale.)

"Credits are granted in these modern times by scientific methods, and that means work and diligent effort. It is not a guessing game. It is the duty of the credit man, worthy of his calling, to use all the sources of information possible. It is a truism that the man who never makes any losses never does any business—that is, never really extends credit. Credit being the life-blood of trade its necessity is obvious.

"The Interchange Bureau can in no sense be regarded as a competitor of mercantile agencies or of trade associations conducting bureaus. Its object is to supplement other channels of information, by an exchange of actual ledger experience, thus enhancing the value of a credit investigation. The value of such a service is self-evident.

"The operation of the Bureau will supply information of great value, and there seems to be little doubt but that it will do much to prevent unwarranted over-extension of credit, with the result that many losses will be avoided or in any event curtailed. Doubtless in many instances it will also be a service to the debtor whose over-buying will be checked before he is engulfed."

The Bureau provides facilities for the quick and easy exchange of ledger information. Its value, and its success, is because:

It is invaluable in revising accounts.

It helps eliminate the undesirable buyer.

It is valuable when a customer asks for an extension.

It gives the information and advice of those who know.

It discloses the accounts that are discounted or paid when due.

It minimizes the bad debt waste so burdensome to honest business.

It aids in keeping tab on special accounts—a great percentage of them go wrong.

The identity of the inquiring member and the source of information is never revealed.

It tells whether the customer is paying the new creditor promptly and allowing others to wait.

It sometimes discloses that one may be mistaken in his belief that he is the principal creditor.

It tells when the customer is over buying or is buying in other than his legitimate territory.

The information gathered and distributed is vouched for as being absolutely accurate and dependable.

Its service is reciprocal and based on actual experience, hence absolutely accurate information is assured.

It is of special benefit to houses selling small accounts where the agency rating is blank or less than \$500.

The cost of several years' service in the Bureau may be saved by one reciprocal report for which there is no charge.

It operates on a most modern, effective, serviceable and understandable plan for the prompt, accurate and precise exchange of credit information.

The Bureau reports are "anti-mortem" not "post-mortem" statements and are valuable to the members for use "before" instead of "after" the fact.

The information assembled and disclosed is reliable and dependable because it is taken from active, live ledger accounts. It is up-to-date—no guess work, no prejudice, no prophesies.

Through the medium of the Bureau every member receives the same impartial service which assures each prompt, accurate and intelligent service; therefore, each member co-operates to that end.

Specific cases can be cited and positive proof presented showing thousands of dollars saved to Bureau members because of advance credit information on customers secured through interchange reports.

It obviates the necessity of asking the customer for references as the Bureau, through its methods of investigation, discovers the houses who sell the customer. This eliminates possible embarrassment to all parties concerned.

All members of the Bureau are equally interested in ascertaining the paying habits of mutual customers and the efficiency and general condition of the business, hence the information contributed must necessarily be reliable and dependable as the service is purely reciprocal.

## MAKE STORE'S CREDIT DEPARTMENT A SELLING FACTOR

(AN INTERVIEW WITH HENRY F. ARTHUR, ASSISTANT CREDIT MANAGER OF FRANKLIN SIMON & CO.)

(From Women's Wear)

That the credit department should be regarded as an important selling factor in store organization, rather than a necessary expense, and that credit management can be elevated to the dignity of a profession, is the belief of Henry F. Arthur, assistant credit manager of Franklin Simon & Co.

Mr. Arthur has decided views on how retail credit work should be handled. The credit man in the store, he believes, should feel himself more of a factor in the management, more called upon to press his convictions than sometimes is the case. The employer, it is admitted, has the right to set down the general policy he wants followed, but where the credit man errs, believes Mr. Arthur, is in acting like a cog rather than in trying to convince the employer that such and such a policy is more desirable in the light of good business.

### Can Gain or Lose Sales

The credit department can be used to increase sales or drive them away, and this can often be done unnoticed. There is the man on one hand, who by injudicious use of caution antagonizes customers, where good sense would urge him to pass a customer's request. By looking up every reference before making a delivery, and this with customers who are obviously of good financial standing, trade can be alienated.

On the other hand, there is the type of credit man who allows every request to pass, and by his lax method can seriously harm the store. Mr. Arthur favors quite strongly the investigation of all prospects before they are solicited as credit customers. In his opinion, though there are others who take a different point of view, to solicit credit accounts indiscriminately is very poor business.

### Urges Care in Soliciting Credit Accounts

"It puts you in the position," he says, "of throwing open your accounts to anybody, responsible or not, who cares to take advantage of them. Soliciting is all right when the information is obtained from agencies that have investigated the subjects, and where definite

knowledge is at hand with regard to the credit risk. This is different from getting lists up from here and there, offering credit facilities, and then, if investigation is necessary, using the laboriously constructed credit information of co-operating stores, who are more careful with their credits, for the purpose of checking up one's own unverified list."

Mr. Arthur declares that offering a person credit, and refusing later, has nothing but disagreeable effect upon the public's attitude toward the store.

### Bad Check Law Has Helped Retailers

The work of the credit office, says Mr. Arthur, has been greatly aided by the bad check law in this state which gives passers of uncovered checks the option of paying within ten days or standing trial for a penal offense. As an example of its working he cites the case recently of a man in uniform who tendered a check in his store, drawn upon a Western bank. The man represented himself as connected with the Medical Corps of a Brooklyn hospital.

The check came back dishonored; the hospital did not know the maker. Without explaining the purpose, the store obtained the address of the soldier from the War Department. He was written to and politely reminded that there is a bad check law here. He promptly replied with an apology and explanation that when he received his next pay he would cover the loss, which he did.

### Information From Personal Contact

Great value is attached, also, to the personal interview with the stranger who seeks to cash a check. Besides the impression that can be gotten from the person's appearance and manner, there is a definite benefit to the store in the information that is exchanged. Home town information and social connections can often be learned, and the individual can be interested in establishing closer relations with the store, especially the mail order branch for out-of-town customers. In this way many a woman is put on the mailing list for the store's catalog, and a new patron gained.

Surveying the whole subject of credit losses, Mr. Arthur declares that their percentage in relation to the volume of business attracted is so small as to justify thoroughly the work of the credit department as an advertising factor.

## ADDRESSES WANTED

Allen Bruce, Little Rock Ark; thought to have gone to Louisville, Ky.

Ainsworth, Glen N., formerly of Springfield, Mass.; now thought to be in Columbus, Ohio.

Anderson, F. E., Sherman, Texas.

Arbuckle, T. D., Little Rock, Ark.

Beach, M. L., 1427 Addison Road, Cleveland, Ohio.

Beason, C. E., formerly of Little Rock, Ark.; now thought to be in Nashville, Tenn.

Bradfield, H. T., Little Rock, Ark.; thought to be in New York City.

Brown, C. B., San Antonio, Texas.

Brown, Jno. L. (Lieut.), home in Dallas, Texas.

Calderwood, Mrs. B. J., Pasadena Calif., and later in Hollywood, Calif.

Caldwell, L., San Antonio, Texas.

Calfee, Miss Dorothy, home in Bozeman, Mont.; clever imposter; Worked Tacoma, Wash.

Cann, S. R., Dallas, Texas.

Connolly, C. D., brakeman with S. A. P. R. R. Co., San Antonio, Texas.

Copeland, L. S., with lumber company in San Antonio, Texas.

Corley, Jno. (Lieut.), discharged; was stationed at Eagle Pass, Texas.

Cowley, H. S., Mahnke Court, San Antonio, Texas.

Crawford, Mrs. V., formerly with Y. M. C. A., San Antonio, Texas.

Crow, J. M., Blanco Road, San Antonio, Texas.

Cunningham, W. L., formerly of San Antonio, Texas; now thought to be in New York City.

Davis, E. D., formerly of Little Rock, Ark.

Drich, F. J. (Capt.) discharged; Victoria, Texas.

Durham, J. C., I. & G. N. R. R. Co., Palestine or Taylor, Texas.

Ellis, C. W., Waco, Texas; went to Mercedes, Texas; now thought to be in Navy.

Ellis, Paul, Dallas, Texas.

Flodquist, Fred R., home in Detroit; believed to have gone to New York City.

Garrison, G. M., Davey, Neb.

Geddes, D. R., 1319 S. 25th Street, Lincoln, Neb.; believed to have gone to Detroit to work for the Maxwell Co.

Gilman, F. E., Little Rock, Ark.

Grogan, W. F., formerly in Dallas, Texas.

Groom, Walter F., formerly at 15 Jackson Street, Worcester, Mass.

Groom, Mrs. Bessie (nee Renfrew); last heard of in Hartford, Conn.

Gwynn, J. K., was with Geyser Ice Co., Waco, Texas.

Hack, Mrs. (nee Bonnie Lewis), Mineral Wells, Texas.

Haden, Jno. F., Jr., San Diego, Calif.

Harmon, L. B., Ross Ave., Dallas, Texas.

Harrison, Frances, Port Blakely, Wash.; formerly at Tacoma, Wash.

Head, Henry F., bookkeeper in Houston Bank; last address, 1710 Polk Avenue, Houston, Texas; believed to have gone to San Francisco, Calif.

Helfert, G. A., Tacoma, Wash.

Hicks, C. E., Des Moines, Iowa; thought to have gone to California.

Hogan, Jas. W. (Lieut.), home in St. Troy, N. Y.

Hohman, Roy, Giddings, Texas.

Hopkins, Capt. A. A., formerly in Warren, Ariz.

Horn, Mrs. A., Little Rock, Ark.

Howe, Julia, Seymour, Texas.

Hyndman, Wm., No. 10th Street, Waco, Texas.

Jackson, F. K., carpenter at Camp McArthur, Waco, Texas.

Jones, W. H., insurance solicitor; formerly in Indianapolis, Ind., and later in Atlanta, Ga.

Jungman, A. R., Camp Pike, Ark.; went to New York City.

Lexington, O. U., Little Rock, Ark.

Lowell, H. P., Bethony, Neb.; later in Bayard, Neb.

Madden, H. D., Dallas, Texas.

Maish, Lt. A., Sacramento, Calif.; formerly of Fordham, N. Y.

Maholland, Mrs. J. W. (Maud D.); went from Nashville, Tenn., to Colorado with the Red Cross.

Mahoney, Geo., Omaha, Neb.; employed by U. P. R. R. Co.

Maloney, D., W. 120 Street, New York City; lately in San Antonio, Texas.

Malony, K., 314 W. French Pl., San Antonio, Texas.

Marcelliate, Jno., Jacksonville, Fla.; bad credit risk.

Marsden, E. S., Kelly Field, San Antonio, Texas.

Marshall, R. W. A., San Antonio, Texas.

Marsh, Lt. G., Camp McArthur, Co. D., Waco, Texas; home thought to be in New York City.

Marsh, E. F. (Lieut.), Camp Lewis; home in Alameda, Calif.

Massey, C. J., with Waco News-Tribune; went to Dallas, Texas, with another newspaper.

Matthews, Goldie, Little Rock, Ark.; went to Dallas, Texas.

Mayes, J. H., Little Rock, Ark.; railroad shop man.

McCollum, A. J., Dallas, Texas; formerly with Detroit Automatic Scale Co.

McFadden, Wm. N., Oakland, Calif.

McKinnon, E. F., laborer, Tacoma, Wash.

McLaurin, Howell H.; dishonorably discharged from army; home in Pasadena, Cal.

McLendon, E. P., El Paso, Texas.

McMahon, M. J., Ft. Sill, Okla.; formerly of Elmira, N. Y.

Mead, P. L., Tacoma, Wash., and Piedmont, Ore., machinist.



## ADDRESSES WANTED—Continued

- Meinzer, S. H., Achley, Iowa.
- Mele, Rev. P. R., care of Our Lady Mt. Carmel, Newark, N. J.; formerly at 2913 Locust Street, St. Louis, Mo.
- Menefee, J. I. (Lieut.), Lynchburg, Va.
- Mercer, T. H., freight agent, S. P., San Antonio, Texas.
- Merchant, C. F., Illmo, Ill.; also at St. Paul, Minn.
- Mills, Niles, E., Berkeley, Calif.; later at San Luis Obispo, Calif.
- Moen, Geo. M., Brookfield, San Antonio, Texas; formerly of New York.
- Monaghan, Lt. Tom K., Kelly Field, San Antonio, Texas; formerly of Detroit.
- Mocre, Jack, Austin Ave. Garage, Waco, Texas.
- Morgan, H. F., Ellington Field, Houston, Texas; formerly of Washington, D. C.
- Moriarty, Mrs. Anna, Canby, Minn.; nurse; refuses to pay bills.
- Mowbray, R. H., Lincoln, Ill.; presented forged check drawn on American National Bank, Lincoln, Ill.; wore uniform of Lieut. Young.
- Moye, Forest Reber, Swissvale, Pa.
- Ney, J. J., Langeloth, Pa.
- Nixon, J. W., Brennan, Ohio; later in San Antonio, Texas.
- Noble, Chas. W., Kelly Field, San Antonio, Texas; home in Minneapolis, Minn.
- O'Kennedy, Lt. Dennis N., Signal Corps, Rich Field, Texas; deep sea diver; formerly at Chicago, Ill.
- Pace, C. W., sergeant Fire Sta. No. 3, Camp McArthur, Waco, Texas.
- Pegg, J. J., Grand Island, Neb.; with Mo. Pac. R. R. Co., in Little Rock, Ark.
- Penick, Jno. N., Camp Dix, N. J.; also at Memphis, Tenn.
- Pifer, Vera, Burgettstown, Pa.
- Price, E. F., 2911 Shelby, Dallas, Texas.
- Pyre, A. Walton, Fargo, N. D.
- Rader, Mrs. Phil., Ellington Field, Texas; thought to have gone to San Francisco, Calif.
- Ray, P. M., Demarest, Ga.
- Reid, S. C., Cleveland, Ohio.
- Roberts, Wm., 326 Penn Ave., Pittsburgh, Pa.; formerly of Worcester, Mass.
- Sanhorn, D. N., Dallas, Texas.
- Sanders, Mrs. Ida, Lake Charles, La.
- Saunders, B. A., Little Rock, Ark.
- Scott, Jno. W., Camp Logan; home in Springfield, Ill.
- Seigfried, C. A., Amarillo, Texas.
- Smith, Ben (colored), Little Rock Ark.; thought to be in Muskogee or Kansas City.
- Steven, Dake, Jr., 10 W. 18th St., Chicago, Ill.
- Terry, G. F., formerly of Houston, Texas; home thought to be in Memphis, Tenn.
- Thomas, Mrs. Chas. A., 303 Park Avenue, Worcester, Mass.
- Tieman, H., Camp MacArthur, Quartermaster Dept., Waco, Texas; home in New York.
- Tisdale, B. F. and H. F.; in garage business in Houston; believed to have gone to Baton Rouge, La.
- Thomas, T. H., Watertown, S. D.
- Toland, Ralph, La Crosse, Wis.; manager Business College; ran business college in Watertown, S. D., and failed.
- Vallea, L. S., Picron Acid Plant, Little Rock, Ark.; thought to have gone to New York.
- Van Trees, F. B., Little Rock, Ark.
- Voas, A. R., 961 Fifth Ave., Detroit, Mich.
- Warwick, R. P., Vernon, Texas.
- Watts, Chas., 1828 N. Grand, St. Louis; supposed to have gone to California.
- Webster, H. V., 3756 Laclede Ave., St. Louis; also of Los Angeles, Calif.
- Werkenthen, Ben B., Dallas, Texas; ins. actuary, bad check artist.
- Whitson, C. P., 4828 Indiana Ave., Chicago, Ill.
- Wiley, Mrs. Louise F.; in last two years lived in Denver, Colorado Springs, Seattle, Wash., Portland, Ore., Los Angeles, Calif., and San Francisco, Calif.
- Williams, Mrs. C. E., Atlanta, Ga.
- Wilson, J. R., Little Rock, Ark.; gone to Colgate, Okla.
- Wolfe, E. G., Omaha, Neb.; auto tire business; believed to have gone to Denver.
- Woodcock, Fred W., Portland, Ind.
- Woodson, Chas. C., Baylor University, Waco, Texas; thought to have gone to Texarkana.
- Woods, Mrs. Minne, Clarksdale, Miss.
- Woods, Mrs. Dolly, Marshfield, Wis.
- Woodson, Mrs. Harry, 2242 S. Central Park Ave., Chicago, Ill.
- Woodville, Jno., Austin Avenue, Chicago, Ill.
- Wright, Chas. E., 382 Dearborn St., Chicago, Ill.
- Wright, L., Little Rock, Ark.
- Wundhauser, J., 2229 W. Taylor, Chicago, Ill.
- Wundling, J. W., 52 N. State St., Chicago, Ill.
- Youpel, Geo. A., 4651 Washington, Chicago, Ill.
- Zimmerman, Raymond, 1207 N. 5th, Niles, Mich.

The National Office is maintaining a file of skips. Why not write for information regarding newcomers, unless you have been keeping a careful record of addresses wanted as published from month to month? Add to this list by sending in a list of your skips.



## CONVENTION FOLLOW-UP

Following is a copy of the program of the Associated Retail Credit Men and Credit Bureau of St. Louis, conducted as an Echo Meeting of Convention, September 11, 1919, 7 p. m., American Hotel Annex.

### St. Louis' Seventeen Delegates Have Returned With a Message

1st. St. Louis was the unanimous choice of the Board of Directors for National headquarters.

2nd. D. J. Woodlock, Cr. Mgr. B. Nugent & Bro. D. G. Co., was elected National executive Secretary without opposition. (Mr. Woodlock's office will be in the same building as the bureau, the Equitable Building.)

3rd. D. M. Strauss, of D. M. Strauss & Co., was elected National Director from St. Louis.

4th, 5 and 6th, and many others, are matters to be left the delegates, as each has an individual report to make to the St. Louis Association.

All instructions were faithfully carried out, and the delegation worked long and hard. All hail to the men from St. Louis, for they showed the way. Be sure and be in attendance next Thursday.

A Grand Rally with a record attendance has been assured, so be sure and make your reservations NOW. Phone Olive 2884 or Central 7450 (The Bureau), Mr. Kruse, or sign and mail the enclosed card at once.

A. J. Kruse, Temporary Chairman.

During the Dinner at the American Annex, the Overland Athletic Club Jazz Band will render special music, and Mr. A. F. Calman, tenor, also Mr. Ed Walsh, tenor, will sing several selections.

Moving pictures of the delegates' outings, etc., by special consent of the St. Paul Association.

Honored guests of the evening will be the proprietors of the retail establishments, members of the Association; we have also invited Mr. Jackson Johnson, representing the Chamber of Commerce; Mr. C. F. Hatfield, representing the Convention Bureau, and Mr. C. P. Welsh, of the St. Louis (Wholesale) Credit Men's Association.

The following Credit Men, delegates to the St. Paul Convention, will make official reports of the biggest, most educative and best attended Convention in the history of the Retail Credit Men's National Association. (Talks of five minutes each.)

Mr. J. F. Corkery, of Keightley Coal Co., "The Trip," Assurance that the Delegates were at St. Paul; Mr. Heller, of Heller & Livingston, "The Politics of the Convention;" Mr. M. N. Tankersley, of Garland's, "The Exhibits;" Mr. Sig. Wolfert, of Grand-Leader, "Legislative Matters;" Mr. A. Fiske, of Steinberg's, "Prompt Pay Education;" Mr. C. F. Jackson, of Famous, "The Coin System and Signed Charge Takes;" Mr. W. T. Snider, of Scruggs, "High Spots of Convention Sessions;" Mr. M. W. Brooks, of the Collection Bureau, "The Entertainments;" Mr. D. M. Strauss, National Director, "Proceedings of Directors' Meetings;" Mr. F. J. Dicks, of Browning, King & Co., "On the Psychology of the Interview;" Mr. A. M. Forline, of Jaccard's, "Membership Growth;" Mr. W. Finke, of The Overland Co., "The New Officers and Directors;" Mr. C. Merriam, of Skinner & Kennedy, "In the Corridors of the Hotel;" Mr. F. M. Hackman, of Hackman Bros., "What I Learned at the Convention;" Mr. H. Pecher, of Skinner & Kennedy, "An Impression;" Mr. D. J. Woodlock, of Nugent's, "The Policy of the National Association for the Coming Year."

Every member is expected to be in attendance. For further particulars call A. J. Kruse, Olive 2884.

## MEMPHIS ADVERTISING CAMPAIGN

### TURN OVER THE NEW LEAF AT ONCE

#### —PAY YOUR NOVEMBER BILLS NOW

Sooner or later you who now let your accounts drag will become "good pay"; that is, you will settle for your purchases in full regularly every month.

You will attain this condition sooner if you bring yourselves to it voluntarily; if you begin, say in December, by paying your November account in full.

Later you will be brought to it in spite of yourselves. For in two hundred and three leading Memphis stores your name will be known as "undesirable." You will, in self-defense, be compelled to deal fairly with the people who trust you with their goods.

Your December 1st statement is in your hands. Pay it NOW. Few persons will need to make the slightest sacrifice in order to pay up in full. For most of them it simply means getting into the right frame of mind toward their obligations—the will to do the fair thing by their creditors.

Many a man is going to have his name moved out of the "undesirables" and put among the "goods" this month of December. Be among them; pay up today.

**Retail Credit Men's Association of Memphis,**  
203 Leading Local Firms.

December 4, 1918

### YOU NEEDN'T GET IN A "HUFF"

A certain prominent woman walked into the credit department of a local store one day. She was indignant. Someone in that crude establishment had dunned her for an overdue bill. True, the bill was four months past due, but—she was Mrs. So and So, of the socially prominent So and Sos. She was above being dunned by a mere tradesman.

And it is recorded that the credit man was much impressed. He was of the old school. His kind has given place to a new kind of credit man—the fair, impartial, STRICT arbiter of his firm's credit accommodations.

In these times, credit men in two hundred and three of Memphis' best retail stores look on all credit customers with the same eye. Mrs. So and So must pay her bills on schedule time or she will be spoken to about it. Let her permit it to drag for several months, and the account will be closed until payment is made.

No person need think that his business is so valuable to the two hundred and three members of this association that they will be glad to carry him for months on end as in the old days. It is the other way around now. Slow-pay business is not good business; none of these two hundred and three firms want it; none will have it.

Pay up promptly, like every good citizen; expect no special credit favors because of position or influence; you will be better off for it in the end.

**Retail Credit Men's Association of Memphis,**  
203 Leading Local Firms.

December 9, 1918

### THE MAN WHO DOES NOT PAY PROMPTLY PRACTICES IMPOSITION

Time was when it was a common practice with certain classes of people to let bills drag for months and months.

Families would go to Europe or to the mountains or to the seashore for a whole season and leave a trail of unpaid bills behind them.

Nothing was thought of it. If the subject was ever mentioned it merely evoked mild pleasantries, and the attitude of the guilty one was boastful rather than apologetic.

Today the situation is reversed. Worth-while people are paying their bills promptly. Putting them off for months and months is no longer customary. The merchants do not permit or sanction it as they once did.

And the few individuals who still adhere to the old practice are becoming enlightened—gently in some cases, forcibly in others, courteously in all—as to the wrong they are doing.

No man today will boast of the account he pays "whenever he feels like it." No group of men will smile with the one who speaks pridefully of the money he owes, and which is overdue.

This healthier public sentiment is largely the result of the united and intelligent action of the two hundred and three members of the Retail Credit Men's Association of Memphis.

On the books of these two hundred and three your name will stand high if you get in step and pay your bills promptly.

**Retail Credit Men's Association of Memphis,**  
203 Leading Local Firms.

December 11, 1918

## CREDIT MEN, DO YOU ADVERTISE?

"Personally, by contact with the customer." "Do you advise applicant the penalty for slow payment of bills?" Read what Houston is doing.

### THE PENALTY FOR SLOW PAYMENT OF BILLS

There are two kinds of people living in this great, big world today.

- The positive man and the negative man.
- One a **SUCCESS**—the other a failure.
- T** first is the man who not only makes good commercially—but makes good his **PROMISES**.
- His success commercially is dependent upon his ability to make his promises **STICK**—in other words, he does as he agrees to do.
- He is the type of man who would cut off his right hand rather than violate his "pledged obligations."
- This man never fails to get **CREDIT**. The credit man knows that his promises are redeemed one hundred cents on the dollar.
- Not much can be said of the negative fellow. He is always a failure.
- He will contract any kind of a debt on a promise to pay—**IF**—he can get credit, and there is always this little word—**IF**.
- BUT**—credit being based upon integrity—honesty and ability to pay **PROMPTLY**—Mr. Slow Pay, the negative man, finds it harder every day to secure credit for he is listed with every credit man in Houston either

#### SLOW PAY or DEAD BEAT

- and it is almost impossible to regain credit confidence after it has once been shattered by unredeemed promises.

**YOUR CREDIT IS A WONDERFUL THING—A REAL BUYING POWER—KEEP IT SO BY THE PROMPT PAYMENT OF YOUR BILLS.**

**HOUSTON RETAIL CREDIT MEN'S ASSOCIATION**

### SAFEGUARD YOUR CREDIT

■ ■



**DO YOU realize how the failure to pay your accounts when due, affects your credit standing?**

Your current bills should be paid promptly. If there is a reason for delay make immediate explanation to your creditor. He is entitled to that consideration.

**Promptness in the payment of your bills is a CREDIT BUILDER.**

**RETAIL CREDIT MEN'S NATIONAL ASSOCIATION**  
Organized for the Protection of Retail Merchants

The above can be had at the rate of \$2.00 per 1,000

Many Credit Men are asking for large quantities of the above to be used as inserts with notices to delinquent customers. We feel sure you can use them to a big advantage.

# A LIST OF NATIONAL MEMBERS

## FOR

### PURPOSES OF CREDIT INFORMATION

#### PUBLISHED MONTHLY

\*Indicates office exchanges information between Associations on a reciprocal basis without charge. From time to time we hope to add to the above list. If anyone has been wrongly classified, please notify this office at once. A. J. KRUSE, Editor, St. Louis.

Urge other cities (with whom you correspond) to join the R. C. M. N. A.

State	City	Organization	Secretary
Alabama	Birmingham	Associated Retail Credit Men	W. E. Willett
Arizona	Phoenix	Merchants & Manufacturers Association	Chas. B. Christy
	Tucson	Business Men's Protective Association	L. G. Moore
Arkansas	*Ft. Smith	Ft. Smith-Van Buren Merchants Association	E. L. Harrison
	*Hot Springs	Merchants Association	C. L. Russ
	*Little Rock	Retail Merchants Bureau	Frank I. Longley
California	Elsinore	Elsinore Merchants Credit Association	H. G. Gillett
	Eureka	Credit Association of Humboldt	Clyde H. Pitney
	Fresno	Merchants Association of Fresno	H. E. Patterson
	*Los Angeles	Retail Merchants Credit Association	L. S. Levitt
	*Oakland	Co-Operative Credit Association	G. A. Cummings
	Ontario	Ontario Business Men's Association	J. M. McRae
	Pasadena	Pasadena Merchants Association	Jno. T. Summer
	*Pomona	Pomona Valley Merchants Credit Association	A. V. Storer
	*Sacramento	Retail Credit Association	
	San Francisco	Retailers Credit Association	Wm. Loewi
	Santa Barbara	Merchants Credit Association	R. L. Conway
Canada	Montreal	Merchants Mercantile Company of Canada	Allan MacFarlane
	Saskatoon	Retail Merchants Association of Canada	F. E. Raymond
Colorado	Boulder	Boulder Credit Rating Association	Frank Field
	Colorado Springs	Credit Reporting Company	W. V. Sims
	*Denver	Retail Credit Mens Association	C. M. Reed
	Montrose	Montrose Credit Company	E. E. Schuyler
	Pueblo	Retail Credit Men's Association	L. W. Biele
Connecticut	Bridgeport	Bridgeport Merchants Credit Association	J. J. Boyd
Delaware	Wilmington	Henry Mercantile Agency	Harry Conly
Dist. of Columbia	*Washington	Retail Merchants Association	Chas. J. Columbus
Florida	Jacksonville	Jacksonville Credit Bureau	J. M. Holloway
	*Miami	Miami Credit Association, Inc.	
	*Tampa	Tampa Merchants Association	C. G. Stalaker
Georgia	*Atlanta	Merchants Credit Association	Grover Magehee
Illinois	Chicago	Associated Retail Credit Men	F. L. Davies
	Rock Island	Commercial Reference Company	Mr. Batten
	*Springfield	Business Men's Association	Geo. H. Kingsbury
		Springfield Commercial Association	Edna M. Lennox
Indiana	*Indianapolis	Retail Merchants Association	W. E. Balch
	*Terre Haute	Retail Merchants Association	Chas. F. Stein
Iowa	Cedar Rapids	Credit Guide & Adjustment Company	W. H. Grizel
	*Clinton	Associated Credit Bureau	A. E. Berg, Mgr.
	Council Bluffs	Merchants Bureau	H. E. Cassidy
	*Davenport	Davenport Rating Association	Miss Helen I. Croul
	*Des Moines	Retail Credit Men's Association	C. H. Gimar
	Fort Dodge	Retailers Bureau	N. H. Nielson
	*Iowa City	Iowa City Credit Bureau	A. N. Brattan
	Marshallton	Credit Guide Company	A. H. E. Matthews
	Sioux City	Associated Retailers	W. C. Slotsky
Kansas	Newton	Central Kansas Retailers Association	Cooper Jackson
	*Parsons	Parson's Retailers Association	Mell Steele
	Topeka	Topeka Credit Clearing House	A. G. Dunham
	Wichita	Merchants' Credit Bureau	H. M. Lewis
Kentucky	Covington	Credit Men's Association of North Kentucky	O. J. Williams
	Louisville	Retail Merchants Credit Men's Association	T. Shook
Louisiana	Alexandria	Rapides Credit Men's Association	E. Eiland
	*New Orleans	New Orleans Retailers Credit Bureau	Frank L. Miller
	Shreveport	Associated Retail Credit Men	F. A. Dicks
Maryland	Baltimore	M. & M. Assn. Cr. Exchange of Retail Merchants Bureau	E. W. Winchester
Massachusetts	Boston	Credit Reporting Company of New England	W. S. Radway
	Holyoke	Chamber of Commerce Credit Bureau	Frank H. Belden
	Northampton	Northampton Credit Bureau	W. H. Bartlett
	Springfield	Beacon Adjustment Company	Claude King
	Worcester	Associated Retail Credit Men	J. D. Hughes
Michigan	Battle Creek	Business Men's Credit Association	A. J. Hoyt
	Detroit	Commercial Credit Company	Z. Dowling
	Grand Rapids	Commercial Credit Company	A. L. Hammer
Minnesota	Albert Lea	Albert Lea Credit Association	C. C. Hausen
	Crookston	Crookston Credit Bureau	Wm. J. Kirkwood
	Duluth	Duluth Credit Association	Geo. Fairley
	Mankato	Mankato Retail Merchants Association	J. R. Jensen
	*Minneapolis	Retail Credit Association	L. S. Gillfillan
	St. Paul	Retail Credit Men's Association	J. C. Barnes

## A LIST OF NATIONAL MEMBERS FOR PURPOSES OF CREDIT INFORMATION

(Continued)

State	City	Organization	Secretary
Mississippi	Jackson	Jackson Business Men's Association	A. B. Cook
Missouri	*Kansas City	Associated Retail Credit Men	W. A. Shurr
	St. Joseph	Retail Credit Men's Association	J. P. Downs
	*St. Louis	Associated Retail Credit Men & Credit Bureau of St. Louis	A. J. Kruse
	Sedalia	Retail Merchants Credit Association	R. L. Harris
	*Springfield	Associated Retail Credit Men	J. L. Cartwright
	*Webster Groves	Merchants Credit Association	H. W. Belding
Montana	Havre	Merchants Association, Inc.	J. E. Moore
	Kalispell	Flathead Merchants Association	H. W. Schnell
Nebraska	*Fremont	Fremont Retail Merchants Association	H. L. Himes
	Grand Island	Retail Merchants Association	A. L. Joseph
	Lincoln	Nebraska Credit Company	O. M. Meyers
	Norfolk	Norfolk Retail Merchants Association	F. A. Beeler
	*Omaha	Associated Retailers	Jas. W. Metcalfe
New Jersey	Newark	Credit Reporting Company	Wm. S. Rauch
New York	Buffalo	Retail Merchants Association	R. T. Fiske
	Lockport	Board of Commerce	R. B. Gibbs
	New York	Retailers Commercial Agency	Wm. P. Thompson
	Syracuse	Business Men's Association	Chas. A. Butler
	White Plains	Business Men's Association	Robt. C. Barnes
	*Fargo	Fargo Business Men's Association	A. R. Bergeson
North Dakota	Grand Forks	Great Grand Forks Credit Bureau	F. McKernan
Ohio	Akron	Retail Credit Men's Association	J. T. Spellman
	Chillicothe	A. C. Co. Mercantile Agency	H. K. Galbraith, Mgr
	Cincinnati	Associated Retail Credit Managers	R. K. Chapman
	*Cleveland	Cleveland Retail Credit Men's Company	W. H. Gray
	*Columbus	Retail Merchants Association	L. E. Revenaugh
	Springfield	Merchants Collecting Company	J. S. Merrill
	Washington Court House	Fayette Credit Bureau	M. E. Hitchcock
	Wooster	Wooster Business Men's Association	K. H. Kenna
	Youngstown	Merchants' Mercantile Co.	J. K. Truesdale
Oklahoma	Bartlesville	Bartlesville Merchants Association	Luther Wilson
	Enid	Chamber of Commerce, Credit Div.	Geo. A. McDonald
	Shawnee	Shawnee Retail Merchants Association	A. D. McMullen
	*Oklahoma City	Retail Credit Men's Association	J. C. Rayson
	*Tulsa	Retail Merchants Association	F. A. Caten
Pennsylvania	Pittsburgh	Jones Mercantile Agency	H. Nelson Street
Rhode Island	Providence	Credit Rating Bureau	O. C. Turner
South Dakota	*Watertown	Merchants Association	B. E. Ballard
Tennessee	Bristol	Retail Merchants Association	T. D. Easterly
	Knoxville	Retail Credit Men's Association	M. G. Lieberman
	Memphis	Retail Credit Men's Association	Volney James
	Nashville	James-Sanford Agency	R. O. Wackup
Texas	Amarillo	Amarillo Business Men's Association	Sam. S. Solinsky
	Beaumont	Retail Merchants Association	J. E. R. Chilton
	Dallas	Dallas Retail Credit Men's Association	A. A. Billingsley
	Ennis	Retail Merchants Association	A. Ziegelmeyer
	Ft. Worth	Retail Credit Men's Association	C. W. Hurley
	Galveston	Galveston Merchants Association	R. P. Berry
	Houston	Texas Mercantile Agency	Adolph Grasso
	Paris	Crook Record Company	C. C. Lewis
	*San Antonio	Retail Merchants Association	Mosby Ryland
	*Waco	Associated Retail Credit Men	Melville E. Farmer
Virginia	Lynchburg	Retail Merchants Association	W. A. Clarke, Jr.
	New Port News	Retail Merchants Association	A. W. Clake
	Richmond	Retail Merchants Association	Clinton C. Fleet
Washington	*Seattle	Seattle Retail Credit Bureau	Dennis McNeill
	Van Couver	F. & F. Mercantile Agency	Frank M. Blahnik
West Virginia	Huntington	Business Men's Association	H. G. Maddock
Wisconsin	Green Bay	Green Bay Merchants Association	D. E. Mowrey
	Kenosha	Kenosha Retailers Association	J. E. Fetterly
	Madison	Madison Association of Commerce	A. L. Sommers
	*Milwaukee	Milwaukee Society of the Retail Credit Men's National Assn.	C. O. Stiles
	Sheboygan	Association of Commerce	
Wyoming	Cheyenne	Wyoming Credit Rating Exchange	

## CREDIT MEN

The moving pictures taken at the convention, through the efforts of the St. Paul Association are available for the different local Associations' use.

St. Louis is making use of them on September 11th, and Milwaukee will have them the following week.

Should you like to have them, write Mr. C. H. Jansen, of the Retail Credit Men's Association of St. Paul.



How would you like

—to pass credits without  
a customer having to  
wait a minute?

Franklin Simon & Co. and Best & Co. do



Franklin Simon & Co. "Charge-Take" Department

THE capacity of the Rand Traco Cabinets in these stores is over 100,000 cards. For installations of this size or for installations in the smallest stores The Rand Company maintains a

special Installation Department. No new help necessary, none of the worries and losses resulting from business interruptions—we install and turn over the system in working order, complete.

# RAND

VISIBLE BUSINESS-CONTROL

We will gladly have a Rand Salesman call and show you how Rand Equipment will help your Credit Department.

THE RAND COMPANY, North Tonawanda, N. Y.

*The Originators of the Visible Index*

Branch and Sales Offices in Twenty Cities



